



Department of Mental Health and Hygiene

Perinatal and Infant Oral Health Literacy Campaign, Network Radio Sponsorship

For Baltimore City, Baltimore and Prince George's Counties

December 15, 2016

Final Report

Executive Summary

Pinnacle Communications placed 7 weeks of radio and online ads, statewide, for the Perinatal & Infant Oral Health Campaign to encourage Spanish-speaking Marylanders 18-34 to encourage dental care while pregnant.

Running from October 3rd through November 21st, a :30 spot in Spanish ran on WLZL targeting Hispanic women ages 18-34 and Pandora, targeting Spanish-speaking users in Baltimore City and Baltimore and Prince George's Counties. The same :30 spot with a still image and text, and companion banner ran on YouTube. Facebook Pay-Per-Click ads also featured campaign-focused messaging and images with an impression goal of 250,000.

In total, the campaign booked 36,164 spots and ran 84,037 spots. Campaign estimated 978,895 gross impressions and delivered 1,285,582. The campaign over-delivered by 306,687 impressions and 47,873 spots.

Station	Spots Booked *Include Bonus Spots Here	Spots Run	Projected Reach	90% Post Goal	Delivered Reach	Difference (+/-) Reach	Projected Impressions	Delivered Impressions	Difference of Impressions	Clicks Recorded
WLZL-FM 107.9	448	448	94300		107300	13,000	599,200	712,800	113,600	
Facebook							250,000	300,759	50,759	62
YouTube	1000	1,056						6,954		
Pandora	34,716	82,533					78,360	82,533	4,173	237
TOTAL:	36,164	84,037	94300	0.00	107300	13,000	927,560	1,103,046	168,532	

Station	Added-Value (Web Ads, Interviews, Etc.—NOT Bonus)	Projected Impressions	Delivered Impression	Difference of Impressions
CBS	October 9th Interview	10,000	10,000	0
CBS	October 23rd Interview	10,000	10,000	0
CBS	October 30th Interview	10,000	10,000	0
CBS	November 13th Interview	10,000	10,000	0
CBS	El Zol Health Fair	500	500	0
CBS	Beat Seat In The House	100	100	0
CBS	Feria de Familia	1,000	1,000	0
CBS	Mini-Health Fair	50	50	0
CBS	Pollo Campero	100	100	0
CBS	October WLZL Site Banner 300x250	12,500	19,990	7,490
CBS	October WLZL Site Banner 728x90	12,500	19,994	7,494
CBS	November WLZL Site Banner 300x250	12,500	5,009	-7,491
CBS	November WLZL Site Banner 728x90	12,500	5,009	-7,491
Pandora	Audio Everywhere :30- Display Added Value	81,708	82,533	825
Pandora	Mobile Display with Standard-Added Value Banner	8,170	8,251	81
TOTAL:		181,628	182,536	8,396

Summary	
Added-Value Impressions	182,536
Paid Spots Impressions	1,103,046
Total Impressions Achieved	1,285,582

Over the course of the contract, we achieved:

- 1,056 YouTube spots, delivering 6,954 Impressions
- 82,533 spots on Pandora, and 82,533 Pandora Impressions

Contract Price \$25,000.00

Estimate Final Value of Product and Services Delivered \$55,249.00

Promotional Added Value:

- a. 4 Bonus Interviews on WLZL ran October 9th, 23rd, 30th and November 13th totaling 40,000 Impressions
- b. 5 Bonus Events totaling 1,750 Impressions
- c. CBS donated 1,000 toothbrushes
- d. Bonus banner on WLZL website totaled 50,002 Impressions

Facebook Creative



Encontrar a un dentista.
La salud de su boca puede afectar a su salud en general y la salud de su bebé.
209 people like this



Su salud es importante.
Asegúrese de ver a un dentista tan pronto como sepa que está embarazada.
209 people like this

YouTube Creative



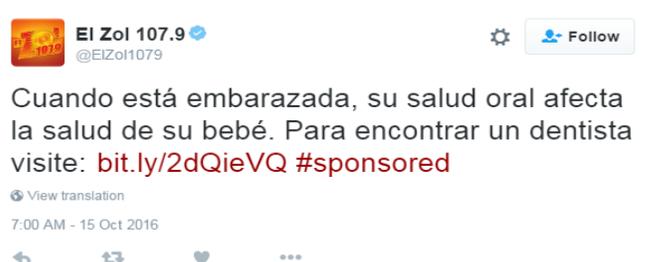
YouTube Campaign Report

Views	View rate	Video played to 25%	Video played to 50%	Video played to 75%	Video played to 100%	Clicks	Impressions	CTR
1,056	15.19%	40.24%	22.95%	18.15%	15.20%	24	6,954	0.35%

CBS Digital Added Value



Tweets



Health Fairs and Events



El Zol Health Fair (Top), Feria De Familia (Bottom; First and Second Pic) and Latino Familia Dia Nacional de La Pupusa (Bottom; third pic where tooth brushed and flyers were distributed)



Post Report Attachments:

- WLZL
- Pandora
- Facebook